

Deepika Bora

Business Analyst

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SUMMARY

3+ years experienced prodigious & meticulous product management professional with a proven record of employing all facets of product development & management including design, development, launch & marketing to orchestrate high-value projects. Adept at translating complex customer needs into requirements to deliver features facilitating competitive differentiation to the product. Possesses diverse experience in understanding product requirements from a technological & business point of view. Skilled at spearheading multidisciplinary teams to deliver compelling value to the organization and its clients.

KEY SKILLS

- **Product Development & Management** • **Resource Planning & Estimation** • **Plan Procurement Management** • **Risk Analysis & Mitigation** • **Client Relationship Management** • **Product Lifecycle** • **Product Delivery**
- **Writing User Stories** • **User Requirements**
- **Requirement gathering** • **Cross-Vertical Team Leadership** • **Feature Integration** • **Scrum Ceremonies**

TECHNICAL SKILLS

Business Skills: Business Process Analysis and Design, Gap Analysis, Root Cause Analysis, Impact Analysis, Requirement Gathering, Documentation (BRD, FRD, PRD, User Story), Use Case Modelling

Methodologies & Modeling: Agile, Waterfall

Product management tools: Jira, MS Office Suite (Word, Excel, PowerPoint, Outlook), Balsamiq, Figma, Draw.io, Whimsical, Trello, Tableau, MS Visio

EDUCATION

Masters of Science in Applied Physics

Amity University [Aug '16 - May '18]

Noida

- Conducted research resulting in a publication in the American Institute Physics Conference Proceeding (highly regarded physics conference proceedings) during a 6-month internship at National Physical Laboratory

Bachelor of Science Honor's in Physics

University of Delhi [Jun '13 - Jul '16]

New Delhi

PROFESSIONAL EXPERIENCE

Business Analyst

Spraxa Solutions Pvt. Ltd. [Dec '22 - Present]

Noida, IN

Product - StoreAware (Playbook)

(StoreAware is an AI software solution for CPGs to drive commercial execution excellence)

- Improved client satisfaction through **seamless integration of APIs** to meet client specific requirements
- Skillfully managed project **timelines and planning**, culminating in a 100% success rate
- Introduced a fresh process within the team, revitalized scrum ceremonies, in collaboration with tech and product managers, leading to a **20% enhancement in team efficiency** and expedited product delivery timelines
- Spearheading a **team of 14** comprising 10 developers, 3 QAs & 1 Designer
- Leading the data visualization project for enhancing StoreAware's **data analytics capabilities** by integrating a third-party **BI solution**
- Identified and resolved technical dependencies to **minimize roadblocks**, improving team's productivity & ensuring on time completion

- **Involved** in gathering high level business requirements and developed detailed **User Stories**
- Crafted process flows using Figma & Whimsical, resulting in **30% efficiency boost**
- Presenting the monthly analysis on **issue tracking** and **global asset coverage** to client
- **Collaborated** with cross-functional teams to enhance product functionality and streamline processes by **integrating services via APIs**
- Enforcing the overhaul of the entire **user experience** and **user interface** during the checkout
- Detected and **rectified critical software bugs** ahead of product launch, ensuring peak performance
- **Managed** Stakeholders to ensure that the project is completed on time and within budget
- Employing **scrum methodology** for effective management and successful execution of the projects
- Implemented **targeted strategies** and analyzed **performance metrics** to drive continuous improvement in sales uplift & demonstrated the **financial impact of identified opportunities**

Product - StoreBuddy (Survey)

(StoreBuddy acts as a mobile platform, encompassing Playbook's computer vision capabilities)

- Managed integrated StoreAware's **AI engine** into StoreBuddy, enabling cutting-edge **automatic image decoding into data and insights**
- Spearheading a skilled **team of 8**, comprising 5 developers and 2 QA and 1 designer
- Assisted closely with a team to develop and **optimize workflows** for essential features within StoreBuddy, contributing to its 100% success
- Optimized Sprint ceremonies and processes to boost on time sprint completion by **20%, accelerating product delivery timelines**
- **Expedite** on enhancing sales uplift Key Performance Indicators (KPIs) for StoreBuddy through ongoing initiatives
- Trained marketing & sales teams through **interactive sessions & software demonstration** to significantly enhance product understanding

Associate Business Analyst

Coditro [Jul '20 - Dec '22]

Noida, IN

Product - Human Resource Integrated System Product

- Direct involvement and hands-on experience across all phases of the **Software Development Lifecycle**
- **Played a key role** in the **successful integration** of solutions, providing ongoing post-implementation support and troubleshooting services
- **Cooperated** with cross-functional teams to define project requirements and deliver actionable insights
- **Proficient** in coordinating communication and collaboration among management, developers, QA teams, stakeholders, and business users
- **Facilitated clear communication** between development and management teams, ensuring project alignment and timely delivery
- Designed user friendly **navigation & data driven visualization features** in **wireframes** on Figma, aiding UX/UI designers in visualizing client requirement

CERTIFICATIONS

- **Product Management** Certification | AltUni by Inside IIM | Sep '23

VOLUNTEER EXPERIENCE

- Collaborated with an NGO **"Umang"** for a social cause | Aug '14 - Feb'16
- Science **Representative** at NSS | June '15 - June '16

ADDITIONAL INFORMATION

- **Languages:** Hindi, English, Kumauni
- **Interests:** Trekking, Cooking (Indian Cuisine)